

REP HEADLINE# 6359158 TRF# E:063591  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP OCT3/12 14.57  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US  
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,  
WASHINGTON, DC 20007

REP.# OFF.# SALESMAN #  
BUYER NAME KATIE KEULEMAN  
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6359158

CLASS: NATL. LOCAL REGIONAL

PRDCT SKED A/ADD OBAMA EST#1905 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT3/12 14.57

REP: MAKEGOOD  
SPOTS CANCELED ON LN'S 2 AND 15  
MADE GOOD ON LN'S 24-25  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA

9/13

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
2	S		1237A-136A	30		\$200.00	10/2	10/5	3		TU-F	3
AGENCY ADVERTISER CODE = 95												
AGENCY PRODUCT CODE = 101												
AGENCY EST# = 1905												
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1: LT NITE W/JIMMY FALLON												

NOV 01 2012

10/14/12 FCC (25)

REP HEADLINE# 6359158 TRF# E:063591  
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 OCT3/12 14.57  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15	S		700P-800P	30		\$650.00	10/6	10/6	0		SAT	0
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
24	A		500A-530A	30		\$150.00	10/5	10/5	1		FRI	1
PROGRAM : 5A NEWS												
CON COM1: 5A NEWS												
25	A		730P-1100P	30		\$700.00	10/6	10/6	1		SAT	1
PROGRAM : NOTRE DAME FTBL												
CON COM1: NOTRE DAME FTBL												
OCT/12						52300.00						
CONTRACT TOTAL												52300.00
TOTAL SPOTS												47

MARKET TOTALS \$217,975 WFLA 24% WFTS 18% WTSP 24% WTVT 24% WTOG 3% WTTA 2% WMOR 2%  
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 797 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-6888

Original

<b>Client:</b>	Barack Obama/ D/ President	<b>Submission Cost:</b>	52300	<b>Campaign Ref:</b>	E:063591580
<b>Buyer:</b>		<b>Client/Product/Estimate:</b>	95 /101 /1905	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/01/12 to 10/14/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06359158
<b>Est./PO Number:</b>	06359158	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Sked A/ add Obama	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show TWTF..	03	650	30 Comme	Nbr of Spots	2	2	1300
2	M-F 1237a ET / 1137p CT Late Night TWTF..	03	200	30 Comme	Nbr of Spots	3	3	600
3	M-F 12p Today Show III TWTF..	03	200	30 Comme	Nbr of Spots	3	3	600
4	M-F 2p Rachael Ray TWTF..	03	250	30 Comme	Nbr of Spots	3	3	750
5	M-F 3p Doctors TWTF..	03	450	30 Comme	Nbr of Spots	2	2	900
6	M-F 4p Dr Oz TWTF..	03	600	30 Comme	Nbr of Spots	3	3	1800
7	M-F 5p News TWTF..	03	900	30 Comme	Nbr of Spots	2	2	1800
8	M-F 530p News	03	900	30	Nbr of Spots	3	3	2700
<b>Weekly Totals: Total Spots(Ord Spots)</b>					45	2	47	
<b>Closed PR</b>					1		1	

**Greer Margolis Mitchell**  
 1010 Wisconsin Ave  
 Suite 800  
 Washington DC 20007

**Barack Obama/ D/ President**  
 Submission Number 797 Issue 2



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 52300	<b>Campaign Ref:</b> E:063591580
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 / 101 / 1905	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06359158
<b>Est./PO Number:</b> 06359158	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
9	M-F 6p News .TWTF..	03	1200	30 Comme	2		2	2400
10	M-F 6a News .TWTF..	03	700	30 Comme	3		3	2100
11	M-F 7p News .TWTF..	03	1000	30 Comme	1		1	1000
12	M-F 7a Today Show .TWTF..	03	900	30 Comme	3		3	2700
13	M-F 730p Entertainment Tonight .TWTF..	03	1000	30 Comme	4		4	4000
14	M-F 9a Today Show II .TWTF..	03	550	30 Comme	3		3	1650
15	Sat 9a News ....S.	03	300	30 Comme	1		1	300
16	Sun 6p News .....S	03	750	30 Comme	1		1	750
17	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	03	10000	30 Comme	1		1	10000
18	Sun 8a Today Show .....S	01	1100	30 Comme	1		1	1100
<b>Weekly Totals: Total Spots(Ord Spots)</b>					45	2	47	
<b>Closed PR</b>					1		1	

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Barack Obama/ D/ President  
Submission Number 797 Issue 2



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 52300	Campaign Ref: E:063591580
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1905	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06359158
Est./PO Number: 06359158	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
19	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ...T....	02	4900	30 Comme	Nbr of Spots	1	1	4900
20	Tue 8p ET / 7p CT Voice ..T....	03	9000	30 Comme	Nbr of Spots	1	1	9000
21	M-F 1237a ET / 1137p CT Late Night M.....	03	200	30 Comme	Nbr of Spots	1	1	200
22	M-F 730p Entertainment Tonight M.....	03	1000	30 Comme	Nbr of Spots	1	1	1000
23	M-F 5a News ....F..	03	150	30 Comme	Nbr of Spots	1	1	150
24	Sat Notre Dame Prime .....S.	06	700	30 Comme	Nbr of Spots	1	1	700
<b>Weekly Totals:</b> Total Spots(Ord Spots)					45	2	47	
Closed PR					1		1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
2	M-F 1237a ET / 1137p CT Late Night	30 Commercial	10/01/12	Closed Pre Emption	200.00	No Makegood / Credit	0000000000	E:063591580

Grand Totals				Month 10 Weeks: 4	
Totals				10/01	10/08

		Month 10 Weeks: 4	
Totals		10/01	10/08
Spots	47	45	2
Cost	52300	51100	1200

Grand Totals:

Spots:	47
Gross Total:	52,300.00
Commission:	7,845.00
Net Total:	44,455.00

REP HEADLINE# 6359158  
\*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
OCT1/12 11.40  
\*\*\* WFLA-TV \*\*\*

ADV #	ADV. NAME POLI/B OBAMA/D/PRE/US	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME GREER, MARGOLIS, MITCHELL	BUYER NAME	KATIE KEULEMAN	
	3050 K ST NW,	SALES PRSN	WA- MEGHAN MCGARR (H)	
	WASHINGTON, DC 20007			
ORDER #	CONTRACT # 6359158	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	SKED A/ADD OBAMA	EST#1905	COMMENTS: (LINE, ORDER, INVOICE)	
FLIGHT DATES	OCT2/12	OCT8/12	WK-1	
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT1/12 11.40

REP: REVISION  
WRAP-AROUND LN'S REVISED  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

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1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007  
OBAMA FOR AMERICA

*MM: \$650*

*9/18/11*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	EX		1135P-1237A	30		\$650.00	10/2	10/5	2		TU-F	2
AGENCY ADVERTISER CODE = 95												
AGENCY PRODUCT CODE = 101												
AGENCY EST# = 1905												
PROGRAM : THE TONIGHT SHOW												
CON COM1: THE TONIGHT SHOW												

10/8/11, FCC (3)





REP HEADLINE# 6359158  
 \*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 OCT1/12 11.40  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	EX		700P-730P	30		\$1,000.00	10/2	10/5	1		TU-F	1
PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8												
12	EX		700A-900A	30		\$900.00	10/2	10/5	3		TU-F	3
PROGRAM : TODAY SHOW CON COM1: TODAY SHOW												
13	+		730P-800P	30		\$1,000.00	10/2	10/5	4		TU-F	4
PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT												
14	EX		900A-1000A	30		\$550.00	10/2	10/5	3		TU-F	3
PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2												
22	A		1237A-136A	30		\$200.00	10/8	10/8	1		MON	1
PROGRAM : LT NITE W/JIMMY FALLON CON COM1: LT NITE W/JIMMY FALLON												
23	A		730P-800P	30		\$1,000.00	10/8	10/8	1		MON	1
PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT												
OCT/12			52300.00									
CONTRACT TOTAL												52300.00
TOTAL SPOTS												47

MARKET TOTALS \$217,916 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6359158  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
OCT1/12 11.14  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US REP. # OFF. # SALESMAN #  
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 6359158 CLASS: NATL. LOCAL REGIONAL

PRODT SKED A/ADD OBAMA EST#1905 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT1/12 11.14

REP: NEW ORDER  
TTL \$52,300 @47X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

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1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS
AGENCY ADVERTISER CODE = 95												
AGENCY PRODUCT CODE = 101												
AGENCY EST# = 1905												

1			1135P-1237A	30		\$650.00	10/2	10/8	2		TU-F,M	2
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PROGRAM : THE TONIGHT SHOW  
CON COM1: THE TONIGHT SHOW

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1237A-136A PROGRAM : LT NITE W/JIMMY FALLON CON COM1: LT NITE W/JIMMY FALLON	30		\$200.00	10/2	10/8	5		TU-F,M	5
3			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/2	10/8	3		TU-F,M	3
4			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/2	10/8	3		TU-F,M	3
5			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/2	10/8	2		TU-F,M	2
6			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$600.00	10/2	10/8	3		TU-F,M	3
7			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$900.00	10/2	10/8	2		TU-F,M	2
8			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$900.00	10/2	10/8	3		TU-F,M	3
9			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,200.00	10/2	10/8	2		TU-F,M	2
10			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$700.00	10/2	10/8	3		TU-F,M	3

REP HEADLINE# 6359158  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 OCT1/12 11.14  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			700P-730P	30		\$1,000.00	10/2	10/8	1		TU-F,M	1
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
12			700A-900A	30		\$900.00	10/2	10/8	3		TU-F,M	3
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
13			730P-800P	30		\$1,000.00	10/2	10/8	5		TU-F,M	5
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
14			900A-1000A	30		\$550.00	10/2	10/8	3		TU-F,M	3
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
15			700P-800P	30		\$650.00	10/6	10/6	1		SAT	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
16			900A-1000A	30		\$300.00	10/6	10/6	1		SAT	1
PROGRAM : NEWSCHANNEL 8 SATURDAY												
CON COM1: NEWSCHANNEL 8 SATURDAY												
17			600P-630P	30		\$750.00	10/7	10/7	1		SUN	1
PROGRAM : NEWSCHANNEL 8/												
CON COM1: NEWSCHANNEL 8/												
18			800P-1100P	30		100000.00	10/7	10/7	1		SUN	1
PROGRAM : NFL SNF												
CON COM1: NFL SNF												
19			800A-900A	30		\$1,100.00	10/7	10/7	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												

815-1130P

1  
 OM

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			900P-1000P	30		\$4,800.00	10/4	10/4	1		THU	1
PROGRAM : THE OFFICE/PARKS & REC												
CON COM1: THE OFFICE/PARKS & REC												
21			800P-900P	30		\$9,000.00	10/2	10/2	1		TUE	1
PROGRAM : THE VOICE RESULTS												
CON COM1: THE VOICE RESULTS												
OCT/12			52300.00									
CONTRACT TOTAL												52300.00
TOTAL SPOTS												47

MARKET TOTALS \$217,916 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%  
 SHARES ESTIMATED. WILL UPDATE.  
 SVC- NSI  
 DEMOS- RA35+\*

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

**Barack Obama/ D/ President**  
Submission Number 794 Issue 1

News  
channel  
on your side

8

MeTV

TBO.com  
Tampa Bay Online

WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	51450	Campaign Ref:	E:063591580
Buyer:	..	Client/Product/Estimate:	95 /101 /1905	Sales Rep:	HQP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06359158
Est./PO Number:	06359158	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Sked A/add Obama	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show	03	650	30	Nbr of Spots	2		1300
				Comme				
2	M-F 1237a ET / 1137p CT Late Night	03	200	30	Nbr of Spots	3		600
				Comme				
					Nbr of Spots	1		200
					Open Pre-Empted	-1		200
3	M-F 12p Today Show III	03	200	30	Nbr of Spots	3		600
				Comme				
4	M-F 2p Rachael Ray	03	250	30	Nbr of Spots	3		750
				Comme				
5	M-F 3p Doctors	03	450	30	Nbr of Spots	2		900
				Comme				
6	M-F 4p Dr Oz	03	600	30	Nbr of Spots	3		1800
				Comme				
7	M-F 5p News	03	900	30	Nbr of Spots	2		1800
				Comme				
8	M-F 530p News	03	900	30	Nbr of Spots	3		2700
Weekly Totals:					44	2	46	
Open PR					-1		-1	-200

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1010 Wisconsin Ave  
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Barack Obama/ D/ President  
Submission Number 794 Issue 1



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P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 51450	Campaign Ref: E:063591580
Buyer:	Client/Product/Estimate: 95/101/1905	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06359158
Est./PO Number: 06359158	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

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10	M-F 6a News TWTF..	03	700	30 Comme	3		3	2100
11	M-F 7p News TWTF..	03	1000	30 Comme	1		1	1000
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15	Sat 9a News .....S.	03	300	30 Comme	1		1	300
16	Sun 6p News .....S	03	750	30 Comme	1		1	750
17	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	03	10000	30 Comme	1		1	10000
18	Sun 8a Today Show .....S	01	1100	30 Comme	1		1	1100
<b>Weekly Totals:</b>					44	2	46	
Total Spots(Ord Spots)					44	2	46	
Open PR					-1		-1	-200

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Barack Obama/ D/ President  
Submission Number 794 Issue 1



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PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	51450	Campaign Ref:	E:063591580
Buyer:		Client/Product/Estimate:	95/101/1905	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06359158
Est./PO Number:	06359158	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
19	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ..T....	02	4800	30 Comme	Nbr of Spots	1	1	4800
20	Tue 8p ET / 7p CT Voice ...T....	03	9000	30 Comme	Nbr of Spots	1	1	9000
21	M-F 1237a ET / 1137p CT Late Night M.....	03	200	30 Comme	Nbr of Spots	1	1	200
22	M-F 730p Entertainment Tonight M.....	03	1000	30 Comme	Nbr of Spots	1	1	1000
Weekly Totals: Total Spots(Ord Spots)					44	2	46	
Open PR					-1		-1	-200

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
2	M-F 1237a ET / 1137p CT Late Night	:30 Commercial	10/01/12	Open Pre Emption	200.00		00000000000	E:063591580

Grand Totals				Month 10 Weeks: 4			
Totals				10/01	10/08		
Spots				46	44		
Cost				51650	50450		

Grand Totals: Spots: 46



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Gross Total:	51,450.00
Commission:	7,717.50
Net Total:	43,732.50



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Barack Obama/ D/ President  
PROD: Sked A/add Obama

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E:063591580  
WFLA  
INVOICE NUMBER 0100033202  
PAGE 1  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-10/14/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1905  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1135p ET / 1035p CT Tonigh	650.00	1	2	10/02	TU	12:10A	30 OFA12P130 :30 Commercial	650.00	
				10/05	FR	11:46P	30 OFA12A133	650.00	
M-F 1237a ET / 1137p CT Late N	200.00	2	4	10/02	TU		30 :30 Commercial	.00	Preempt P 200.00-olitical
				10/02	TU	01:15A	30 OFA12P130	200.00	
				10/04	TH	01:33A	30 OFA12A133	200.00	
				10/05	FR	01:29A	30 OFA12A133	200.00	
M-F 12p Today Show III	200.00	3	3	10/03	WE	12:27P	30 OFA12A133 :30 Commercial	200.00	
				10/04	TH	12:53P	30 OFA12A133	200.00	
				10/05	FR	12:51P	30 OFA12A138	200.00	
M-F 2p Rachael Ray	250.00	4	3	10/02	TU	02:37P	30 OFA12P130 :30 Commercial	250.00	
				10/04	TH	02:58P	30 OFA12A133	250.00	
				10/05	FR	02:24P	30 OFA12A138	250.00	
M-F 3p Doctors	450.00	5	2	10/03	WE	03:45P	30 OFA12A133 :30 Commercial	450.00	
				10/05	FR	03:53P	30 OFA12A133	450.00	
M-F 4p Dr Oz	600.00	6	3	10/02	TU	04:28P	30 OFA12P130 :30 Commercial	600.00	
				10/04	TH	04:38P	30 OFA12A133	600.00	
				10/05	FR	04:20P	30 OFA12A138	600.00	
M-F 5p News	900.00	7	2	10/03	WE	05:15P	30 OFA12P130 :30 Commercial	900.00	
				10/05	FR	05:24P	30 OFA12A138	900.00	
M-F 530p News							*WFLA :30 Commercial		

\*\*\* Continued \*\*\*

PERIOD COST	52,500.00	47 Total Units		Debits	.00
		ACTUAL GROSS BILLING	52,300.00	Credits	200.00-
		AGENCY COMMISSION	7,845.00		
		NET DUE	44,455.00	SUB-TOTALS	200.00CR
				TOTAL RECONCILING	

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER Barack Obama/ D/ President  
PRODUCT Sked A/add Obama

INVOICE NUMBER 0100033202  
BROADCAST MONTH 10/01/2012 - 10/28,  
AMOUNT DUE 44,455.00

REMIT TO:

\*00189

000038634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000038634 00000100033202 004445500 0

**INVOICE / AFFIDAVIT**

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Barack Obama/ D/ President  
PROD: Sked A/add Obama

2012  
INVOICE DATE 10/28/12 E:063591580  
ORDER TYPE Political WFLA  
INVOICE NUMBER PAGE BROADCAST MONTH  
0100033202 2 10/01/2012 - 10/2  
SCHEDULE DATES  
10/01/12-10/14/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1905  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
	900.00	8	3	10/02	TU	05:45P	30	OFA12P130		900.00
				10/04	TH	05:52P	30	OFA12A133		900.00
				10/05	FR	05:46P	30	OFA12A138		900.00
M-F 6p News						*WFLA		:30 Commercial		
	1200.00	9	2	10/03	WE	06:29P	30	OFA12A133		1200.00
				10/05	FR	06:12P	30	OFA12A138		1200.00
M-F 6a News						*WFLA		:30 Commercial		
	700.00	10	3	10/02	TU	06:22A	30	OFA12P130		700.00
				10/03	WE	06:22A	30	OFA12P130		700.00
				10/04	TH	06:57A	30	OFA12A133		700.00
M-F 7p News						*WFLA		:30 Commercial		
	1000.00	11	1	10/05	FR	07:15P	30	OFA12A133		1000.00
M-F 7a Today Show						*WFLA		:30 Commercial		
	900.00	12	3	10/02	TU	07:28A	30	OFA12P130		900.00
				10/04	TH	07:29A	30	OFA12A133		900.00
				10/05	FR	07:26A	30	OFA12A133		900.00
M-F 730p Entertainment Tonight						*WFLA		:30 Commercial		
	1000.00	13	4	10/02	TU	07:38P	30	OFA12P130		1000.00
				10/03	WE	07:37P	30	OFA12P130		1000.00
				10/04	TH	07:38P	30	OFA12A133		1000.00
				10/05	FR	07:56P	30	OFA12A138		1000.00
M-F 9a Today Show II						*WFLA		:30 Commercial		
	550.00	14	3	10/03	WE	09:59A	30	OFA12A133		550.00
				10/04	TH	09:56A	30	OFA12A133		550.00
				10/05	FR	09:27A	30	OFA12A133		550.00
Sat 9a News						*WFLA		:30 Commercial		
	300.00	15	1	10/06	SA	09:08A	30	OFA12A138		300.00
Sun 6p News						*WFLA		:30 Commercial		
	750.00	16	1	10/07	SU	06:11P	30	OFA12A138		750.00
Sun 815p ET / 715p CT NBC Sund						*WFLA		:30 Commercial		
	10000.00	17	1	10/07	SU	08:19P	30	OFA12Z140		10000.00
Sun 8a Today Show						*WFLA		:30 Commercial		
	1100.00	18	1	10/07	SU	08:48A	30	OFA12A138		1100.00
Thu 9-10p ET / 8-9p CT Office						*WFLA		:30 Commercial		
	4800.00	19	1	10/04	TH	09:23P	30	OFA12A133		4800.00
Tue 8p ET / 7p CT Voice						*WFLA		:30 Commercial		
	9000.00	20	1	10/02	TU	08:19P	30	OFA12P130		9000.00
M-F 1237a ET / 1137p CT Late N						*WFLA		:30 Commercial		
	200.00	21	1	10/08	MO	01:16A	30	OFA12A138		200.00
M-F 730p Entertainment Tonight						*WFLA		:30 Commercial		
	1000.00	22	1	10/08	MO	07:46P	30	OFA12Z140		1000.00
M-F 5a News						*WFLA		:30 Commercial		
	150.00	23	1	10/05	FR	05:28A	30	OFA12A138		150.00
Sat Notre Dame Prime						*WFLA		:30 Commercial		
	700.00	24	1	10/06	SA	09:21P	30	OFA12A133		700.00
Total Airtime Gross Spot Revenue:				52,300.00						

PERIOD COST 52,500.00

47 Total Units  
ACTUAL GROSS BILLING 52,300.00  
AGENCY COMMISSION 7,845.00  
NET DUE 44,455.00

SUB-TOTALS Debits .00  
Credits 200.00-  
TOTAL RECONCILING 200.00CR

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